

MINUTES OF BOARD OF DIRECTORS MEETING

ALOMA MOTEL

JANUARY 12, 1974

PRESENT: LOWE ASHTON  
BILL SWEENEY  
GORDON MENDENHALL  
DR. RAYMOND GREEN  
DR. JACK BOGGESS  
WESLEY BUDD  
ROD EDWARDS  
C.H. NIELSEN  
JIM BERRY - GUEST  
JIM RITCHIE

1. Report of Jim Berry: State emphasis on package tours. We have two weeks to get a program together. It must be done through Mr. Bob Wilde, Mountainlands. All Heber Creeper has to do is tell Mountainlands we want to participate, how much discount, and the State should do the rest. The State has agreed to hire a package tour professional that is available to the regions for help in development. Jim's general opinion is that the total state could be down to about 78% of 1973, which was a poor year on motor travel, so the package tour is essential. The closer to the Wasatch Front an area is the better. Heber Valley should be very very good.
2. Report of Gordon Mendenhall: A detailed study of the records was made by Del Wallengren. He and Gordon took some time for an independent approach to the season and have made some very concrete suggestions, including a budget for operations. There followed a discussion of the difference in budget figures by Lowe and Gordon and the method of operations the coming season, particularly Bridal Veil Falls, or curtail the operation to the Dam.
3. Report of Charles Nielson on engine and track and possibility of operating on last year's schedule. (All directors present given written copy)
4. Comments from Jim Berry on the fact we do not have a marketing program, suggestion we hire a marketing manager. Discussion on sales manager, operation manager and general season.
5. Financial problems. Discussion on methods of financing company. Agreed that officers and directors must refinance the company for the coming season.

MOTION: Dr. Jack Boggess. That each officer and director loan the company \$2200.00 with the exception of Lowe since he has already loaned his portion. This note to be interest bearing at 10%, and due and payable by the company to the loaner (officer-director) either in cash or stock (at the option of the loaner) on or before September 5, 1974. The schedule for notes to be signed and money to be received are as follows:

January: \$2200.00 each from William Sweeney, Dr. Jack Boggess, Wesley Budd and Jim Ritchie. Funds needed for note payment and for lease payment.

Total January money: \$8800.00

February: \$2200.00 each from Dr. Raymond Green and Gordon Mendenhall

March: \$2200.00 each from Del Wallengren and/or Rod Edwards or C.H. Nielsen

April: \$2200.00 from Rod Edwards or C.H. Nielsen

Motion seconded by Jim Ritchie, passed.

MOTION BY JACK BOGGESS: That the company hire an Assistant General Manager at a basic salary of \$500.00 per month plus a commission, commission be subject to negotiation. Seconded by Bill Sweeney, passed.

MOTION BY DR. RAYMOND GREEN: That the Board meet on the first Thursday of every month at 6:00 p.m. and an agenda be prepared by Management prior to meeting. Seconded by Jim Ritchie, passed.

Next Director's meeting: February 7, 1974 at 6:00 p.m.

Board meeting adjourned at 3:00 p.m.



LOWE ASHTON, President